

## Written reflection

We chose to do an all-age multi-demographic target group.

We initially wanted to tailor it to adults and elderly people, but realized that simple language is necessary to convey our message properly, and the visuals help it be able for all-ages to understand.

We emphasized that while there are certain groups that have a higher increased chance of getting skin cancer, no skin tone, age group, or gender is immune to skin cancer and anyone can get it. For example, while people with darker skin do have more melanin, which offers some natural UV protection, they are still at risk, same with while men get skin cancer more often, that doesn't mean women can't get it.

We talked about where the increase of skin cancer is coming from: Lifestyle changes that inhibit the multiple factors that cause skin cancer such as tanning culture, more time spent outside, as well as the increase of awareness that have allowed for an increase of diagnoses.

With our treatments section, and on tips to avoid skin cancer, we wanted to provide solutions that are cost-friendly/affordable so everyone can have access. An example of this was when we mentioned the insurance-free health care vans that can be sought out in different communities. This allows to close the health disparities that keep people of color, low-income people, and other marginalized groups from getting cancer prevention.

In addition, we decided to make the steps to stay safe simple and easy to follow such as encouraging a skin self-check from the American cancer society that shows ways to have a skin self-check without having to pay, is accessible and easy to follow, along with the tips and tricks and medical medications having visuals as well.

All these ideas promote equity equity and make skin cancer prevention more accessible and culturally relevant by integrating information that reflects real-world constraints (such as cost and access to care) and medical solutions and encourages reach out with it.

With a wide range of messages and customizable tips, this PSA is relevant for places and can be used in schools, community centers, hospitals, and social media. It can create real positive change by reducing misinformation, encouraging early detection, and empowering people of all ethnicities to take care of their skin.

We used AI to brainstorm ideas for how to appeal to all ages, writing the hook, and as well as giving us some sources to help gather our information. The analysis from the Washington Network Tracking Program, as well as the visuals, layout, transitions that flow in the PSA, solutions & treatments analysis, and information to convey that this a concern to address

to the general target audience (affecting everyone) was all what we put together (As well as other analysis)

It was difficult what to include and what not to include so we could address the information necessary and not put more unnecessary information, but in the end, we put what was necessary to grab the audience's attention (images, hooks, facts to grab attention of the increasing rates of skin cancer), and keep information that was necessary.

## Works Cited

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